



oMbiel partners with Scientia to distribute campusM™ to educational institutions globally

West Midlands, UK – 3 May, 2011 – oMbiel a leading provider of mobile technology for the educational sector, announced today that it has entered into a partnership with Scientia, to market, promote and distribute its campusM™ portfolio to further and higher educational (HE) institutes outside of the UK, Ireland and North America. The partnership enables Scientia to capitalize on its enviable reputation as a global market leader in scheduling and planning software and bring campusM™ to the smartphone devices of its clients.

Hundreds of higher education institutions already use Scientia solutions for course planning, timetabling, resource scheduling and allocation and work planning. Under the agreement, these institutions can now leverage the campusM™ portfolio as well as integrating it with existing Scientia solutions, bringing a world-class personalized mobile experience to the smartphones of students, visitors, staff, alumni, prospective students and conference delegates.

"Scientia has vast expertise within the HE sector and we are delighted to team up with them to bring value and benefit to the lives of students globally," said Hugh Griffiths, CEO and founder of oMbiel. "Equipped with our campusM™ portfolio, sales, marketing and technical support, Scientia is in a great position to help their clients to improve their overall student and institutional success."

Anthony Nissen, Deputy Chairman of Scientia said "Our partnership with oMbiel and the addition of this kind of mobile technology to our product portfolio will enable us to bring a world-class personalized mobile experience to the smartphones of students, alumni and visitors within universities and colleges globally. Students and the faculty at our clients' institutions will be able to work seamlessly and more efficiently whilst on the move, so that they can dedicate more time to learning and making the most of any down-time whilst in education".

campusM™ allows students to keep track of their timetable, view any changes, locate lecture theatres, car parking, look up their library records, search for contacts in the university directory and locate friends using the Friend Locator in real-time. They also have access to comprehensive university information, the latest student union events, seminars, news and important alerts helping students, staff and visitors to get the most out of their time at university.

“campusM™ is a perfect complement to the Scientia product range enabling them to expand their offering to their established and growing educational client base,” said Hugh Griffiths, CEO of oMbiel. “The ubiquity of smartphones has improved how institutes can communicate with and improve student engagement, and with our partnership with Scientia we’re focused on bringing personalized content and learning to the smartphones of even more users in new territories.”

Availability

campusM™ is available immediately from Scientia. For more information, visit <http://www.scientia.com>.

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About campusM™

The campusM™ mobile platform brings together a suite of campus-based information services directly to the mobile devices of students, visitors, staff, alumni, prospective students and conference delegates. The application platform can uniquely be branded for any university, enabling a user to be better connected, and to enhance their university experience in a way that was never possible before. Developed by UK based oMbiel, campusM™ is designed for some of the world’s leading mobile platforms and devices including the iPhone®, iPad®, iPod touch®, Android as well as on hundreds of other mobile devices from manufacturers such as: RIM, HTC, LG, Motorola, Nokia, Palm, Samsung, Sanyo and Sony Ericsson. For more information, visit www.campusM.com.

About oMbiel

oMbiel develops innovative applications including the campusM™ mobile platform for the higher education sector as well as offering mobile integration services to enable university data to be incorporated into its applications. Founded in 2008, oMbiel is headquartered in the UK. For more information, visit www.ombiel.com.

About Scientia Limited

Scientia is a global market leader in the provision of resource management solutions for the further and higher education sector. This includes the provision of timetabling, scheduling and planning software solutions. Its suite of software tools, along with its dedicated training and support services, are focused on helping institutions achieve their strategic objectives – optimizing the use of staff and rooms and improving student retention by offering more choice and meeting student demand. Scientia solutions are used in over 460 institutions in 24 countries and have been selected by many of the top 100 universities in the world. For more information, visit www.scientia.com.

Scientia is a registered trademark of Scientia Ltd.

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